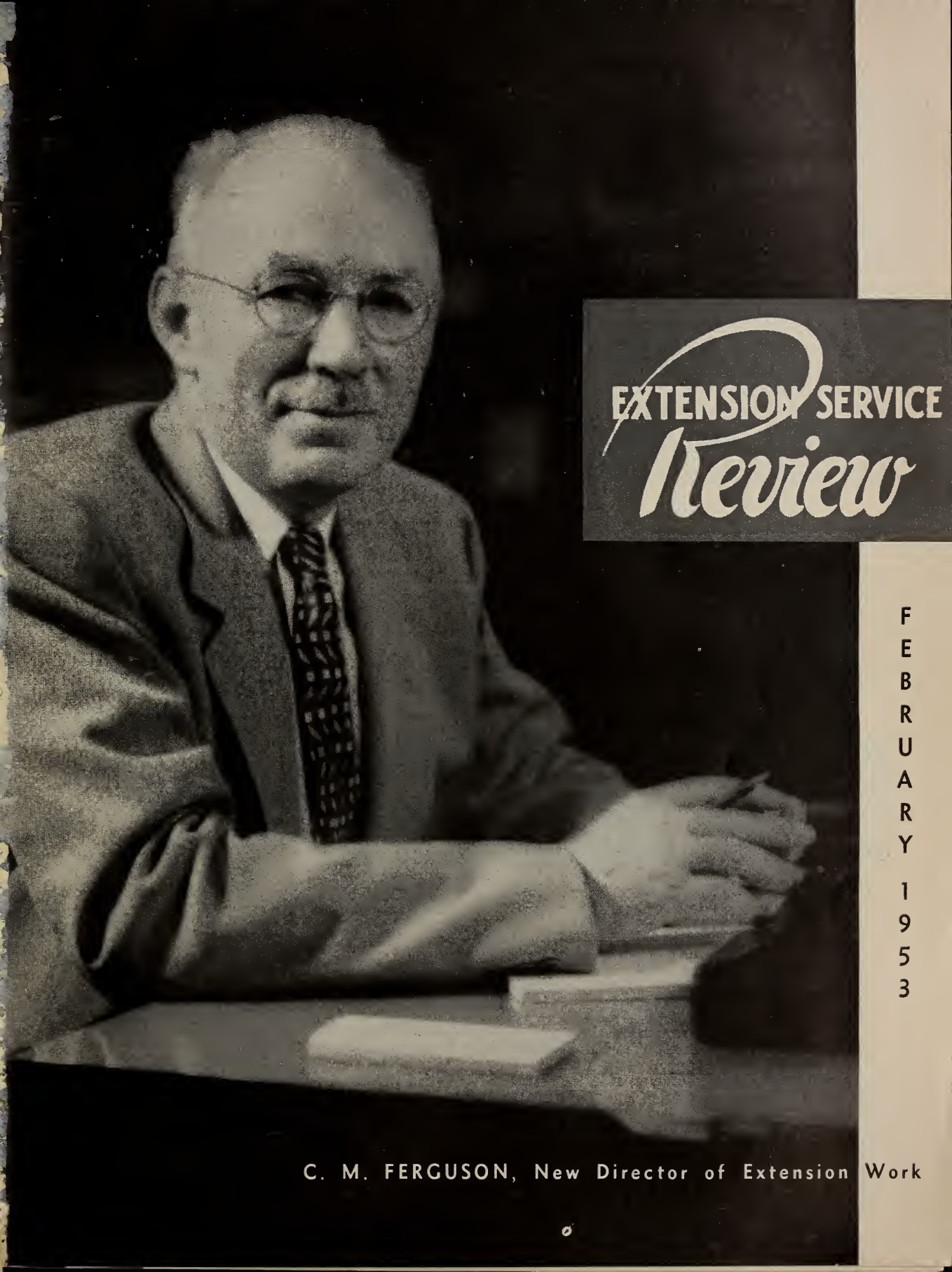


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EXTENSION SERVICE
Review

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C. M. FERGUSON, New Director of Extension Work

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Ear to the Ground

• Fifty years later to the day, on February 26, the Porter farm near Terrell, Tex., is again the scene of an important meeting. Then the first "learning by doing" demonstration venture was agreed on. Now, a marker to commemorate the event is unveiled on the same farm with the following inscription:

"Here the first Farm Demonstration was established jointly by Seaman A. Knapp, Mr. and Mrs. W. C. Porter, the people of Terrell, February 26, 1903.

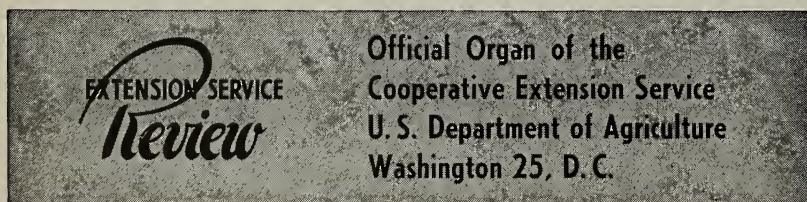
This demonstration of scientific agriculture on the Land was the beginning of the Agricultural Extension Service, now known around the world.

'What a man hears, he may doubt. What he sees, he may possibly doubt. What he does himself, he cannot doubt.' Dr. Seaman A. Knapp."

The marker was dedicated by Seaman A. Knapp, grandson of the man who signed the demonstration agreement 50 years ago, and was accepted by Bill Porter, son of Walter Porter who successfully demonstrated diversified farming on a 70-acre field back in 1903.

The unique feature of the Porter demonstration was that no government funds were expended though a government man directed it and the local people pledged indemnification against loss. "The truly important feature of the plan applied to the Porter farm at Terrell was the effectiveness with which it focused a social spotlight on its participants," said Joseph Cannon Bailey in the biography, Seaman A. Knapp, Schoolmaster of American Agriculture.

Many of the articles in this issue throw more light on the demonstration method and what it means to extension. Other articles, tracing 50 years of progress in various lines of work, will be featured in the next few months for a better understanding of a man and his methods that have meant much to all extension work.



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"Write Your Lesson in the Field"

Said Seaman A. Knapp

J. M. ELEAZER

Extension Information Specialist
South Carolina



Seaman A. Knapp

THERE'S not so much that's basically new in agriculture.

Thoughtful farmers of the past had dug pretty well into Nature's secrets before our present scientific age arrived.

For instance, in late years our experiment stations found that it paid to leave cotton thick, much thicker than had been the custom. Yet old manuscripts, now yellowed with age and covered with dust, show that David R. Williams, man of wide genius, proved that conclusively on his plantation on the Pee Dee River in South Carolina well over a century ago. And that, and other scientific facts applied, made him rich.

And, likewise, in late years the value of lime on our lands has been proved to us. Before that we used none. Yet old Senator Hammond, natural agriculturist of the first rank, proved that and preached it several generations back.

And so it goes. The inquiring mind of man has not been asleep. And here and there we see our recent findings are not new. But some old artisan, digging in on his own, found many of the facts and practiced them on distant days.

Facts Are Not New

This leads one to ask why such scientific facts were not more widely employed before our modern scientific era arrived?

I think the answer is simple, definite, and conclusive.

In that distant past there were scant means, if any, for proving, compiling, and disseminating infor-

mation. When a man found out a new fact, he employed it, and it stopped there, often dying with him. But in our time we have experiment stations, with many of our brightest minds working there in field and laboratory, finding out new things and proving them beyond preadventure.

But that alone was not sufficient. We learned that it was not enough to find out a new scientific fact and write it up in a report. Farm folks didn't read such reports enough, and the gem lay rusting there in a musty volume. General and widespread application of the new fact is what was needed. And getting that done was not easy.

Then Came Seaman A. Knapp

A preacher had the idea in Texas. His name was Seaman A. Knapp. He said to write your lesson in the field, demonstrate it, that folks might see and follow. It was tried. It worked. And the result was a working force to carry his idea out, the early farm demonstration agent, now known simply as the county agent.

Those early agents didn't have an easy road. It was either horseback or buggy for them, and they were called book farmers. But gradually they were tolerated by a farmer here and there. And they put out some field demonstrations of new things there. Farmers generally were a bit amused at this "upstart," fresh from college or one of their number, and they didn't take much stock in what he was doing at first. But, as the demonstration progressed, they would glance at it in passing, usually out of

the corner of their eyes so no one could tell they were looking. And, if it turned out well, next year or so they would adopt a measure of it, soon they had it entirely, it became a part of them, and they doubtless forgot from whence it came.

But that was all right. What those early agricultural missionaries were after was an improved agriculture, not necessarily credit.

And even in my time, and up to the present, I still see that whole thing happening. We are all slow to take on to the new. We'd rather just go on going as we have been going. That's easier. It comes as second nature to us. To do otherwise requires effort in getting out of the old rut. So we just naturally resist change. Yes, until it is demonstrated to us that change will pay and is often necessary. Then we reluctantly adopt the new.

A century and a half ago, hogs by the tens of thousands were driven from Kentucky on a trail that ended at Greenville, S. C., and sold to cotton planters as meat for their plantations. Cold storage eventually came, and pork was shipped in under salt and ice. At long last, the cotton plantations crumbled and our agriculture all but foundered. The county agents and farm papers preached di-

(Continued on page 34)

The Fighting Prophet of the Demonstration . . . *O. B. Martin*

MRS. O. B. MARTIN
Texas

DR. SEAMAN A. KNAPP is known as the father of the demonstration idea, and, as someone has said, "Dr. O. B. Martin is the fighting prophet of the demonstration idea," thus bringing together the two men most closely associated in the great educational venture of farm and home extension.

This association, cut short by the death of Dr. Knapp, nevertheless, gave O. B. Martin his conception of the demonstration as a compelling force in rural education and fired him with enthusiasm for the statesmanship of Dr. Knapp, first as a disciple and later as a prophet.



Marie Cronin, first home demonstration agent, was a teacher and former associate of O. B. Martin. She organized a girls' tomato club in South Carolina in 1910. In this picture she wears her wedding dress made entirely by herself.

It was in 1909 that Dr. Knapp brought O. B. Martin to the Washington office of the U. S. Department of Agriculture bringing him from his work in South Carolina where he was State superintendent of education. O. B. Martin was needed in Washington to aid in developing a plan for organizing boys' corn clubs. Then, in 1910 the first girls' tomato club was organized in O. B. Martin's native State of South Carolina by Marie Cronin, a teacher and former associate of O. B. Martin.

Following these developments Dr. Knapp placed on his co-worker, O. B. Martin, the responsibility of creating interest among demonstration agents in the Southern States in organizing both boys' and girls' clubs. Mr. Martin designed the 4-H Club emblem, the well-known four-leaf clover with an "H" on each leaf, and with the motto, "To make the best better." This emblem was used on labels of products canned and sold by club girls. From this emblem the popular name, 4-H Club, grew.

Their next task was to establish home demonstration work, but the two men met with difficulty when the demonstration method differed with traditional home economics teaching. The two apostles of the demonstration idea insisted upon demonstration methods. "The garden, the poultry yard, and the kitchen are the school-rooms and laboratories," O. B. Martin contended.

Then a second blow came. Dr. Knapp died in 1911 while plans for home demonstration work were in their infancy, but O. B. Martin redoubled his efforts in this important work, believing that the home constitutes the keystone of American civilization. The present day influence of home demonstration work is a living monument to his zeal and leadership.

In a few years after Dr. Knapp's death, the Nation was to pass the Smith-Lever Act (May 8, 1914) which

provided for cooperative extension work in agriculture and home economics. Congressman A. Frank Lever was a fellow South Carolinian, and O. B. Martin counseled frequently with his friend in wording the new law.

In 1928, O. B. Martin left his position as director of Extension Work in the twelve Southern States and came to Texas as director of the Texas Agricultural Extension Service and to serve as chairman of the twenty-fifth anniversary of the beginning of demonstration work in the very State where the demonstration was carried out. Now, 25 years later, it is my privilege to serve as chairman of a similar observance, the fiftieth anniversary.

O. B. Martin's life and work were largely an exemplification of Dr. Knapp's revolutionary idea, the demonstration work. Dr. Knapp spent 70 years in preparation for 7 years of planting the demonstration idea, and it was O. B. Martin who cultivated and nourished the demonstration program "to place rural life on a higher plane for profit, comfort, influence, and power."

- RAY WOLFLEY, assistant Fremont County agent at Lander, is the 1953 president of the Wyoming County Agents' Association. Mrs. Harriet Clausen Bagley, Fremont County home demonstration agent at Lander, was chosen to head the Home Demonstration Agents' Association.

Johnson County agent William B. Long of Buffalo was elected vice president and Niobrara County agent S. E. "Si" West of Lusk, secretary-treasurer of the county agents.

Margaret Koenig of Torrington, Goshen County, was chosen vice president and Mrs. Alberta Johnston, Thermopolis, Hot Springs County, secretary-treasurer of the home demonstration agents.

County—State—Federal Partnership

An Idea of Perry G. Holden

R. K. BLISS

Extension Professor, Iowa

IN FEBRUARY 1903 a farmers' institute was in session in Hull, Sioux County, Iowa. A spirited discussion had arisen among the farmers as to whether experiments conducted on the experimental farm at the State College would apply to soil conditions about 200 miles distant in Sioux County.

Professor Perry G. Holden of Iowa State College came into the institute while the discussion was in progress. A Mr. Hawkins called upon Holden to give his opinion. Professor Holden held the view that local crop demonstrations close to the people would be of great value. He expressed the opinion that every county should put on demonstrations and have someone in the county to direct the demonstration plots, advise the people as to their problems, and work with farm boys and girls.

The farmers were deeply interested in the idea of having a county demonstration farm. They wanted to do something about it. Professor Holden agreed to recommend that the college furnish the educational help. He pointed out that it would be necessary for the county to furnish the land and take care of all local expenses including the living expenses of college representatives while in the county.

In order to get local funds a group of prominent farmers presented their plans to the county board of supervisors. There was no law requiring the county board to make an appropriation but the evident interest of the farmers persuaded the board to provide land, local labor, storage space, and a cash fund for local expenses. This was the beginning of substantial county tax support for agricultural extension work in Iowa.

The Sioux County demonstration farm as conducted in 1903 provided for county funds. It provided for the

use of State and Federal funds through help furnished by the college. The plan was developed as a result of a discussion with farmers and at the request of farmers. It had large-scale farmer cooperation. It brought the farmers in the county, the county Board, and the State College into a partnership arrangement of financial support, management, and education. It was fundamentally the same general plan that is now carried out in county cooperative extension work.

At the time the demonstration farm was established in Sioux County the farmers of Iowa were planting about 10 million acres of corn each year. Some farmers took good care of their seed but a common practice of getting seed corn was to pick it out of ordinary corn cribs in the spring at planting time. Holden believed that one of the principal reasons for the then low-acre yield of corn was due to planting poor seed, much of which did not grow at all or was weak or of poor breeding.

Farmers Brought Seed Samples

The first demonstration on the Sioux County farm had to do with a comparison of yields of seed corn then actually being planted on Sioux County farms. Samples from about 80 farmers were obtained for this purpose. In order to be sure that the seed corn was the same as the farmers were planting, the samples were taken from planter boxes at planting time. About 20 additional samples were procured from commercial seed corn growers and seed houses. Each sample from farmers and commercial seed houses was planted in plots by hand, three kernels to the hill. Seed from each sample was also planted in three or four different places in the field to reduce errors due to differences in soil.

A field day was held on the demonstration farm in August. The demonstration plots were numbered and staked so that each farmer furnished

seed could locate the plots grown from his seed. Extra college men were present to explain the plots. There were striking differences in the stands of corn and the growth and general appearance of the plots. It was a most effective demonstration and the field days drew large groups of interested farmers.

In the fall the plots were harvested and records of yields computed on an acre basis. Field days were held to see the samples weighed. There were striking differences in yield. The results were printed in leaflets and used in making charts. The local press gave much space to the printing of results.

The county demonstration farm in Sioux County appealed to farmers in other counties. In 1904 five counties had demonstration farms. In 1905 there were 8 counties and in 1906, the spring before the Extension Service was created in Iowa by law, there were 10 county farms in operation. In 1908 there were 16 county demonstration farms.

Demonstration Farms Multiply

The county farm demonstration plots discovered high-yielding varieties of corn. Oftentimes the highest yielding sample of seed was found on some nearby farm in the county. When a high-yielding sample of seed was located more of the same seed would be procured from the grower and tried out another year. In this way the highest yielding varieties of corn were publicized.

Other features than corn variety tests were added to the county demonstration farms. Number of kernels per hill and ear-to-row tests were carried out. Oat variety tests were added. Tests of alfalfa were made. Demonstrations in the elimination of noxious weeds were conducted.

The county demonstration farms
(Continued on page 34)

The Job of the County Agent

As seen by pioneer agents who knew Seaman A. Knapp and wrote of their work in early issues of the *EXTENSION SERVICE REVIEW*

Tom M. Marks writing of his work in Harmon County, Okla., in the *REVIEW* of July 1933.

WHILE editor of a local farm paper in Jacksboro, Tex., in 1905, a man came to my office to see me. He was W. D. Bentley, prominent in agricultural extension work in Texas and Oklahoma until his death in 1930. He explained his work to me and I became so enthusiastic about it that I went around with him nearly every time he came to visit what he called his demonstrators. In the fall of 1907, Congress having made a larger appropriation for this agricultural demonstration work, I was offered a position as agent. I already had organized a boys' corn club, and in addition to devoting more time to the boys I undertook a drive for the planting of the Mebane Triumph cotton.

I bought 200 bushels of seed and offered 1 bushel to each farmer free, the only obligation being that the farmer was to weigh the yield of the cotton and of the same-sized patch of other cotton in the fall. It was necessary to put up a talk like selling a lightning rod to get the people to take the seed as a gift and plant it. At that time very few ever heard of cotton varieties, and seed was usually obtained from the gins, though many hauled home a few loads of seed for feed and seed. The reports showed that on many farms the Mebane cotton produced double that of the common cotton, but some of this extra yield was the result of better preparation of seedbeds and better cultivation which was then strongly advocated. The next year most of the farmers planted this seed.

During the winter of the first year, 1908, I built some terraces. This was some more lightning-rod salesmanship. It took 2 or 3 hours to con-

vince a man that terracing his land would benefit it, and I had not only to run the lines but help him build a drag and then stay with him until the terrace was built, making a regular hand in the field. When I reported this work to the Washington office, I received a letter stating that no doubt terracing lands was a good thing and the office had no objections to my doing so, if I thought it a good thing, but for me not to mention it in my report as they had no appropriation for such work. When the Smith-Lever Act was passed—in 1914 I believe—terracing became one of the regular duties of the county agent.

It will be remembered that one of the cardinal recommendations of Doctor Knapp for the betterment of farming was the growing of feed, and I had long been "boosting" the growing of corn and giving best methods of raising it. During these years the grain sorghums were introduced, and I had observed their behavior for several years, especially at the Chilli-cothe Experiment Station. So in 1913, when the corn absolutely burned up and rattled in the wind in July, I bought 10,000 pounds of kafir-corn seed and offered to give every farmer a gallon to plant in the corn middles in the dust. Many came and got the seed and planted. Then it began to rain and kept it up the balance of the year. When the good season came a great many other farmers came and got seed, as I had printed circulars or bills to send out over the county in addition to the newspaper publicity. Not only corn middles were planted but many fields of small grains stubble were planted, with the result that there was raised the greatest feed crop I ever witnessed.

I was very jubilant over the result, but rejoiced too soon, for to my bitter disappointment thousands of acres



Tom M. Marks

were never gathered. Many of the farmers declared that nothing would eat the stuff—neither hogs, horses, cattle, nor poultry. Many merely took the word of the others and never tried to see whether stock would eat it or not. A considerable number, though, planted again the next year and gradually the planting of grain sorghums instead of corn grew. That stock will not eat certain kinds of feed has been said of quite a number of different newly introduced feed plants. It was said of sweetclover, Sudan grass, soybeans, mung beans, and other things. The last comment is not a criticism or complaint. It is merely telling of a human trait. There are very few who will readily adopt anything new. It is expressed most excellently by Shakespeare when he said: "It is better to bear the ills we have than fly to others we know not of." There are a few pioneers who are willing to try new ideas, to move to a new and unknown country; and these folks are responsible for all advancement and improvement in the world today.

This demonstration idea of Dr. Knapp was an entirely new way of teaching. The demonstration method is far ahead of the theoretic method. The idea is more thoroughly understood by saying "Learn to do by doing."

I have known more than a hundred men to adopt some one thing that had been demonstrated in their

neighborhood while things that are not so pronounced, and that cannot so readily be seen may take a great many years to be adopted; but a persistent agent, if not interfered with, will finally "put it over."

Zeno Moore writing of his work in Edgecombe County, N. C. in the REVIEW of January, 1933.

EDGECOMBE COUNTY was one of the first in North Carolina, and the first in the eastern part, to make appropriations for farm demonstration work. I was its first agent, so had to have something to show my people as well as something to tell to others. My instructions from Doctor Knapp were "Stick to fundamentals and help in things in which they are interested." That meant cotton and corn. Per-acre yields in both were distressfully low. Soils were depleted and both implements and methods of cultivation crude and antiquated. Seed stock in both crops was very poor, so that meant poor quality as well as low yield.

So I went over the county and got 26 men from different sections to sign an agreement that they would each take at least one or more acres, measure the land, prepare and plant to one of these crops and cultivate, all to be in accordance with instructions prepared for that crop by Doctor Knapp, subject to such modifications as I might recommend. Beyond all, they were to keep a record of every item of expense and to measure results in the presence of their neighbors or other interested parties.

These demonstrations were both profitable and satisfactory and gave me the confidence of my people. The next step was soil-improving crops, livestock, and poultry as time went on. In 1910—my first year—I found only three farmers that had ever grown soybeans. Two of these had got poor varieties and quit them. Now, I think 95 per cent of the farmers grow them, and some grow several varieties. Clover and vetch were known on very few farms and lespedeza and velvetbeans not at all.

At that time one-horse plows were still the only ones in use. A farmer thought he was "out of luck" if he did not have as many men as he had

mules to plow. One of the conditions that year was that land was to be broken with two-horse plows.

From that time on we have added one thing at a time. Cooperating with Dr. R. Y. Winters, seed specialist, at the State College, we were able to get some seed-improvement work started with farmers which culminated in the Edgecombe Seed Breeders Association. It is generally conceded that the quality of cotton alone has been improved 30 per cent in the county by this work.

Then all we knew to do with sweetpotatoes was "eat 'em quick or let 'em rot." Now we have 24 farm storage houses.

Then we lost more hogs from cholera than we saved. Then we had cattle ticks. Now we have no ticks, and hog cholera and tuberculosis of cattle are both well under control and the means of control well understood by all.

I have worked on the principle that my job was, "First know that I'm right then get somebody to do it."

W. R. Reynolds writing of his work in Jackson County, Ky., in the REVIEW of November 1934.

IT SEEMS to me but yesterday when I mounted my horse and started over the hills, up and down the creeks in Jackson County, carrying to the isolated farm home in the best manner I knew the story of a "new day" for rural homes. I knew then, as I do now, that I was pioneering with bright hopes for the future, telling farmers and their families of new and improved practices that I was sure would turn losses into profits and discouragement into hope.

In 1914 many people were guessing what a county agent was and more about what he could do to help the farmer. Even Uncle "Dude" Robinson, when I was telling him of the construction of a new silo at Annville, thought it a place for crazy people. Today many think a farmer without a silo or other farm conveniences is eligible for the asylum.

In 1914 but few farmers knew of seeded pastures or hay crops other than broomsedge, and seldom did I see fields seeded to any kind of leguminous crops. It was seldom that I found a home with a storage house

or cellar for caring for winter foods, or with any kind of modern conveniences. Japan clover grew wild to some extent in old depleted fields and it was hated by the farmer as he would hate a rattlesnake because he said it caused his horse to slobber. Little hay of any kind was grown in the years before 1914, the farmer depending largely upon corn blades and corn fodder for his supply of roughage.

The problem of bringing a "new day" to the rural home was by no means a small one. Methods of building a program had to be worked out. The main idea was to get cooperation among the farm homes and this looked like almost an impossibility to me. I decided to try to secure this cooperation in large measure through the sons or the daughters of the farmers by organizing them into 4-H Clubs. So I centered my first activities on the juniors. The first club was organized in November 1914, as the "Corner Oak Club," and my first county extension committee was selected in 1916.

One principle that I have always kept in mind is that it is not the purebred pig, calf, lamb, or poultry that makes for efficiency but the boy and the girl who will bring about the change which will result in the "better day." No one can fully realize to what extent 4-H Club work will reach the lives and character of boys and girls unless he has closely observed it working over a long period of years. In 1915 the first shipment of purebred pigs was delivered to some 30 club members. This group represents my first crop, and I have seen them grow up during these 19 years to hold positions of trust such as superintendent of schools, superintendent of the high school, engineers, and farmers of the first class.

Such a program as extension offers to the rural people is sure to give results; and our county needs this service as much as, or more today than it did when I started work more than 20 years ago. I have reached goals which I doubted I could reach, but now new goals are up and the new adjustment in agriculture certainly offers the extension worker a broad field for service which no other agency can fill.

Finding and Facing Facts

MEREDITH C. WILSON

Chief, Division of Field Studies and Training, Extension Service

WE ARE constantly challenged in Extension to develop new programs and improved techniques for serving an ever-changing rural life.

We must continuously evaluate organizational set-ups and teaching procedures to insure efficient operation and to facilitate the adaptation of programs and methods to new situations. Management research is essential to raising extension standards of accomplishment and to maintaining the dynamic vigor of its service to rural people.

Early extension workers had little to go on. Those who employed and attempted to guide the first demonstration agents and county agents had little more experience than the agents themselves. There was an almost total absence of factual information to guide both agents and supervisors of agents. As late as 1914 when farmers' cooperative demonstration work blossomed into a permanent Nation-wide system of Cooperative Extension Work in Agriculture and Home Economics, the advice most frequently given a new agent going into a county largely boiled down to "make a job for yourself." Many of those now in Extension, including myself, began their extension career under such circumstances.

The current management research program of improving the conduct of extension through field studies started in 1922. At that time a special unit of the Federal office of the Cooperative Extension Service was first assigned responsibility for promoting and assisting State Extension Services with extension field studies. The idea of substituting the scientific approach for the "trial and error" method of conducting extension work was frequently discussed by extension leaders during the 1914-16 period. However, the emergency activities of World War I and the post-war adjustment period postponed action.

Before discussing the first field study under the new set-up made in Marshall County, Iowa, in 1923, brief mention should be made of two earlier studies to complete the story of management research in extension. In 1912 C. B. Smith (who was to become the head of the U.S.D.A. Cooperative Extension Office in 1921) and K. H. Atwood reported on the points of view of 3,698 farmers relative to farmers' institutes, agricultural bulletins, and personal contact with demonstration agents then employed in part of the counties covered by the survey. Interviewers traveling on foot or on a motorcycle visited farmers on both sides of the road over 400-700 mile routes in four sections of the country: northern New York to Washington, D. C.; northeast Mississippi to southeast Georgia; northwest Ohio to southeast Iowa; and northeast Missouri to northwest Kansas (Circular No. 117, Bureau of Plant Industry, U.S.D.A.).

Early Evaluation Surveys

A similar survey of the thinking of 2,301 farmers in three sections of the country was made in 1919 and the findings reported by C. B. Smith in the 1919 proceedings of the Association of Land-Grant Colleges.

The Marshall County, Iowa, study made during 1923 was the first of a series of studies of the effectiveness of extension work made during the twenties by the Extension Studies Unit of the Federal office in cooperation with the extension services of 14 States in all sections of the country. The farm management survey approach employed by Dr. Smith in the 1912 and 1919 studies, and with which the author had had experience, was also utilized in the 1923 Iowa study and became the pattern for the series of studies which followed.

Whether or not the farmer or the

farm homemaker had adopted improved practices as the result of extension teaching was the unit of measurement used to determine the effectiveness of the extension program. Personal interviews were made with 98 percent of all the farm families in five townships, four of which extended the width of Marshall County from north to south. The data from these five townships were tabulated separately. The slight differences found in the percentage of families adopting extension practices (less than 3 percentage points) suggested that an area sample the size of a township containing approximately 100 farms was probably adequate for measuring the effectiveness of extension in a given county. The importance of group contact and mass media methods in extension in contrast to personal service and object lesson or demonstration methods as effective extension teaching tools came to light in a definite way in the Iowa study and was substantiated by the later studies.

Controversy on First Findings

One other extremely significant point came out of the Marshall County pilot study and that was the extent to which farm people associated specific changes in practice with definite contacts with extension. That finding opened up the possibility of comparing specific teaching methods and activities in terms of practices adopted as the result of the extension teaching effort.

Much controversy centered on the findings of the early extension studies. Many extension leaders of that period took the position that because extension was an educational effort the results of extension could not be measured. Such a point of view was, of course, untenable, particularly in an agency devoted to the practical application of the findings of scientific research in agriculture and home economics to the everyday problems of farming, homemaking, and rural living. As scientists, extension workers recognized that if a thing exists it can be measured. If it cannot be measured its very existence is in doubt.

As succeeding field studies tended to substantiate the findings of earlier

studies, extension workers gradually began to substitute the scientific way of weighing the available facts for the unsatisfactory habit of taking a thing for granted or making irresponsible statements about it. Some striking similarities began to appear between the findings of extension field studies and the findings of research in general education. Such an example was the matter of age of farm people in relation to the adoption of extension-taught practices. That age was no serious barrier to the adoption of improved practices by farm men and women was indicated by early field studies. This fact squared with findings reported by Edward L. Thorndike in his book "Adult Learning" published in 1928. The importance of repetition in extension teaching as indicated by field studies was, of course, in keeping with the basic educational principle previously demonstrated in the school classroom.

Training Value Recognized

The training that extension workers themselves received in making a study was early recognized by extension administrators like Director Carl Ladd of New York and Dean H.

M. Mumford of Illinois. Both men recognized the changed point of view of supervisors, subject-matter specialists, and county workers after talking with a representative sample of farm people about using extension information. In 1929 Dean H. L. Russell of Wisconsin arranged for an extension training course, based on the findings of field studies, to be given as a part of the regular summer session at the University of Wisconsin.

Following the series of studies relating to the effectiveness of Extension and of the teaching methods employed, the fact-finding approach began to be applied to a wide variety of extension problems. Studies of various aspects of extension were undertaken by State extension workers with and without the cooperation of the Extension Studies Division of the Federal Extension Office. Certain studies were organized as research projects of State Experiment Stations. Graduate students in increasing numbers selected extension problems for master theses and doctoral dissertations. Extension was rapidly establishing itself as a profession.

The first State leader of extension studies was D. J. Crosby in New York, who in 1924 was designated as

Professor in Charge of Extension Research. At this writing 21 States have one or more members of the State extension staff with assigned responsibility for extension field studies. In some instances, however, the State leader of studies has other duties which prevent him from devoting all of his time to extension research.

Facts Recorded

Department Bulletin No. 1384, "The Effectiveness of Extension in Reaching Rural People," published in 1926, summarized the findings of the first four field studies in Iowa, New York, Colorado, and California, made in 1923-24.

Two technical bulletins of great significance in the historical development of management research in extension were issued in 1929. The first, Technical Bulletin No. 106, "Extension Methods and Their Relative Effectiveness," presented the cumulative findings of field studies made in cooperation with 14 State extension services—New Jersey, New York, and Pennsylvania in the Northeast; Illinois, Iowa, Kansas, Minnesota, Ohio, South Dakota and Wisconsin in the North Central group; Arkansas and Georgia in the South; and California and Colorado in the West.

The second, Technical Bulletin No. 125, "Relative Costs of Extension Methods Which Influence Changes in Farm and Home Practices," presented the findings of cooperative studies in 17 States relative to the time of extension personnel and other costs devoted to the various means and agencies employed in extension teaching, and compared the relative cost of individual teaching methods to the relative effectiveness of the same methods. Milton S. Eisenhower, then Director of Information in the Department of Agriculture, recognized the significance of the findings of the early field studies to the work of information specialists of the Department and of the State Agricultural Colleges and expedited the printing of both of these technical bulletins.

The first bibliography, devoted exclusively to extension studies, was issued in March 1936. A revised bibliography covering the period up to November 1943 was published in

(Continued on page 38)



Thousands of interviews with farmers and homemakers in sample areas provided the information for early field studies.

Yesterday—Today—Tomorrow

The fiftieth anniversary brings out some long-range thinking on home demonstration work for a young agent, from Mary A. Rokahr, assistant to the chief, Division of Home Economics Programs, Extension Service, U.S.D.A.

“WHAT Is Past Is Prologue” and “Study the Past” are written on the outside of the National Archives Building in Washington, D. C., where your county home demonstration report will be filed for future extension workers and others to read and study.

Why concern ourselves with the past when the present is urgent and the future is upon us? Because it is in the long view that the pattern becomes apparent.

It was during my senior year at the University of Nebraska before World War I, that I was invited to become a Farmers' Institute lecturer and demonstrator. The titles of the talks and demonstrations at these institutes sound like those given today.

A change that stands out clearly in my mind as I look back is concerned with what and how we teach. In those early days we taught skills and practices; how to make and use fireless cookers, iceless refrigerators, and dress forms; how to can by water-bath method.

Changes are often so gradual that you cannot put your finger on the time or place that they occur. I can't tell just when people began to ask for help with the less tangible planning, thinking, and decision-making processes that are even more important than the practices and skills of better homemaking. Instead of centering attention on one change we began to help people with planning that requires the setting of goals and the making of decisions on their part as to the family values they consider important and other complicated questions.

Have we extension workers avoided getting into this important area of teaching because it is difficult and less tangible? No, we can be proud of our efforts in the programs that center around farm and home management, and family relations, to mention only two. When we taught practices, one demonstration might be

sufficient. If we are teaching thinking and decision-making it may require demonstrations, yes, but also home visits, the help of different specialists and other staff members, to assure the family success in this type of adventure. In this kind of teaching, a new hospital, a better school or other services within or without the community may have a part in helping the family reach their goal.

Directors and others developing future budgets are suggesting additional county staff members to aid with this program. Yesterday's programs had little in them that aided people with over-all planning and decision making. In today's program we have made a good start. In tomorrow's programs this phase will see expansion under the guidance of you young home demonstration agents.

It is not difficult for me to visualize the homemakers and homes I worked with 30 years ago in Nebraska and Wyoming. Usually houses were too small for the family—children were pouring out the doors. There was no electricity or gas. Coal or wood stoves were used. There were outdoor toilets and kerosene or gasoline lamps which had to be cleaned daily. A few families had hand washing machines. There were dirt roads only, few automobiles, some telephones, few doctors, and few if any county home demonstration agents.

Today there are 3,500 home demonstration agents and 84 percent of the farm homes in 1951 had electricity. But we still have a long way to go to complete this part of the pattern for in 1950, 73 percent of the farm homes still did not have piped running hot and cold water; 72 percent were still without inside flush toilets, and 83 percent were without central heating.

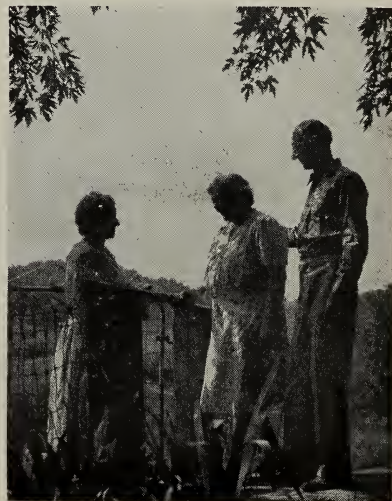
Figures, more disturbing, show that only 78 percent of the rural farm women had completed elementary school education, while 89 percent of

the urban women had completed such training. A look at high school completions shows that in 1950, 37 percent of the rural farm women completed high school, while 59 percent of the urban women had had similar schooling.

Future home demonstration programs will and must continue to improve physical living standards but never to the sacrifice of educational and family-living values.

One last thought—in a democracy the intrinsic value of the person not only to society but to himself is a value we fight for. The Constitution reads “Life, liberty, and the pursuit of happiness.” Our physical standards of living have made great strides forward in the last 50 years.

The pursuit of happiness is an elusive goal. You, the young home demonstration worker will be called upon to help the homemaker of today and tomorrow use the experience and satisfactions achieved in homemaking to add to her personal growth. May you help her lead a full and good life with happiness along the way.



Today's agent must use many methods with skill to help families.

Extension-Cooperative Relations

MANY COUNTY farm, home, and 4-H Club agents should do more work with farmer cooperatives. They, as well as other extension workers, have many opportunities to serve larger numbers of farm families through their business associations. This is one of the conclusions reached by Agriculture's Extension-Cooperative Relations Committee in a recent report to the Secretary of Agriculture.

This committee points out the very constructive help given farmer cooperatives throughout Extension's history. County and State workers have assisted in the education related to organizing thousands of local associations. They have provided information and guidance on many operating problems and on federation of these locals into State or regional cooperatives. The Extension Service has been a very important factor in establishing the many cooperatives now serving farm people in marketing, purchasing, and other business fields.

Many present-day extension workers who come into the system, however, are not familiar with these active cooperatives either on a State or local basis. A good many of them have little experience or academic training in cooperative business. Likewise the new generation of co-op managers are less familiar than the old with the Extension Service program.

Extension and farmer cooperatives still have the same common aim, a more satisfactory living on a higher economic level for farm people. Through coordinated effort they can serve the varied needs of farm families more effectively. This points to mutual consideration of common problems. For such program planning many extension workers need to gain a broader understanding of farmer cooperatives. Some do not fully realize their own responsibilities and opportunities for education with these associations.

Essentials of a relationship mutually helpful as worked out by representatives of both Extension and the Cooperatives.

Perhaps the most important step for new extension people is to become well acquainted with the management of the cooperatives doing business in the particular area in which they work. Out of this personal relationship with managers and directors it is easy to gain a knowledge of each cooperative. It is essential to know something of its history, the extent of its operations, and the improvement in services it has brought about directly and indirectly. It is well to know also what the cooperative is contributing to the community in expenditures, facilities, income, employment, taxes, and community activities.

Extension has carried on education in cooperatives largely along three lines. The first has been giving farmers needed information on which they can make sound decisions on whether to organize new associations and how to set up strong cooperatives where the farmers decide they are needed. The second has been help in making improvements in organization and operations of established cooperatives. The third has been the effort to establish a better understanding of cooperatives by their members, other farmers, and the general public.

Farmers Ask Agents About Cooperatives

Extension has been carrying many messages related to cooperatives to farm people. Sometimes it brings answers to such questions as: What is a cooperative and how does it differ from other types of business firms? What are the basic principles and proven practices followed by cooperatives? What is the place of cooperative business in the competitive free enterprise system? What are the possibilities and limitations of farmer cooperatives?

More frequently, however, the questions asked by farmers are along these lines: How much business should be in sight for a co-op to succeed? How much money must the members raise among themselves? Where can they borrow the balance required? What are the necessary steps to incorporate and set up a cooperative association? How can we get more members interested in our cooperative? How can we put on an annual meeting that will be different? What can be done to clear up local misunderstandings about our organization?

Can't Have All the Answers

The county extension workers can not be expected to have the answers to all the problems of their local cooperatives. This, however, should not deter them from an active program of education with the associations. Nearly always they have one or more specialists on the State extension staff who are well qualified to help. In many States the cooperatives have councils or other organizations set up to assist in educational work, and the large State and regional cooperatives employ specialists in this field. Then the State leaders in turn can call on the Washington extension office, the District Farm Credit Administration serving their State, and the Washington FCA Office for further technical assistance. Then there are State and national organizations of cooperatives ready to help on special problems. These include the American Institute of Cooperation, the National Council of Farmer Cooperatives, the National Milk Producers Federation, the National Federation of Grain Cooperatives, the Cooperative League of the U.S.A., and the State and national associations of electric cooperatives, and others.

Thus spoke Seaman A. Knapp some 50 years ago. Today thousands of extension workers echo this truth proved many times over in their own experience.

THE demonstration established on the Porter Farm near Terrell, Texas, February 26, 1903, was the first such educational demonstration. It was watched with much interest by contemporary educators and by Seaman A. Knapp's own chief in the Department of Agriculture, B. T. Gallo-way, who the following year published Mr. Knapp's report on the

demonstration in the Miscellaneous Papers of the Bureau of Plant Industry. The following excerpts from this document give high lights of this historic demonstration and introduce several up-to-date demonstration reports typical of the 189,643 reported last year.

THE WORK OF THE COMMUNITY DEMONSTRATION FARM AT TERRELL, TEXAS, as reported by SEAMAN A. KNAPP

The object of all such demonstrations is to test or prove some important fact bearing upon agricultural conditions. If these demonstrations are conducted in such a way that few persons see the result or learn about it, little is accomplished. The plan adopted by the committee at Terrell involved keeping in touch with the work on the part of the large number of businessmen and farmers who had subscribed to the guarantee fund. These people made frequent inspections of the farm in order to see how the work was progressing and took a personal interest in learning for themselves that the methods followed were in accordance with the best agricultural practices.

Upon the final settlement for the operations of the demonstration farm for the season, Walter C. Porter, the farm manager, announced that he had cleared \$700 more than would have been made under the ordinary methods of farming employed in that section. He stated that in 1904 he would work his entire farm, about 800 acres, upon the basis of the same cultural methods which had been followed on the experimental plats. Many of the owners of large farms in that section of the State made similar announcements.

The methods employed by the citi-

zens of Terrell in establishing this demonstration farm may be summarized as follows:

(1) Eight practical men were selected to act as an executive and advisory committee, with full authority.

(2) The citizens subscribed a sum of money sufficient to guarantee that any contract made by the committee would be carried out.

(3) One of the best farmers in the section was chosen to conduct the demonstrations on his own farm. He was to follow strictly all instructions given by the representative of the Department of Agriculture, and if the result showed financial losses owing to changes from the methods formerly employed he was to be fully reimbursed out of the fund subscribed by the citizens.

50 Years Later

TODAY'S COMMUNITY DEMONSTRATION FARM AT LYNDEN, WASH., as reported by VERN FREIMANN, WHATCOM COUNTY AGENT

UP in the farthest northwest corner of the Nation, a former Aleutian ski-trooper and his wife are operating their whole farm as a demonstration to show others what can be

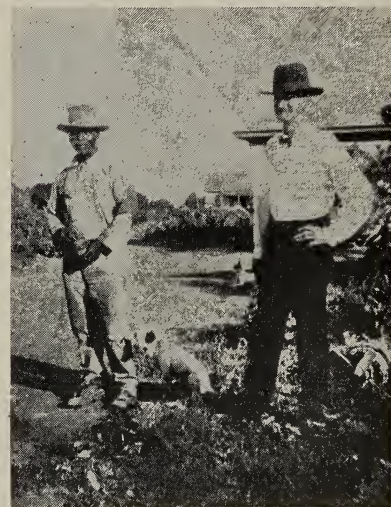
done in fitting cut-over land and peat soil for dairy production.

The Bendomayne farm of Mr. and Mrs. Brad Benedict, Lynden, Wash., was selected by a group of Whatcom

"Can Agricultural Conditions

By Simply Talking

By Demonstration



Walter C. Porter, who agreed to try out some new farm practices, and his helper who worked the first demonstration tract of 100 acres in 1903.

It was the intention the first season merely to test varieties and to investigate the effect of fertilizers, methods of cultivation and planting, and other practices, leaving any special effort to produce large crops for subsequent years after the soil conditions had been accurately determined. It was considered wise to restrict the tests to the ordinary farm crops of the section.

be Changed . . .

y?—No

?—Yes”

County farmers to serve as a central demonstration for their area. All agricultural agencies in the area and many commercial firms have joined with the Extension Service to supply knowledge, services, and materials for the farm-wide demonstration.

The Whatcom County farm the Benedicts own is typical of many Pacific Coast operations—100 acres in size with 70 acres under cultivation. It consists of rather poor soil either peat bottom land or logged-off areas.

When Whatcom County farmers and their county agent decided they needed a demonstration on this type of land they named a committee to look over all operations and selected the Bendomayne Farm (it stands for Benedict's Domain). Then they organized a whole series of committees, including experts in almost all lines of work, and started to get the job done.

Soils were fertilized, a sprinkler irrigation system installed, and pasture and crop plantings planned. In the last year seedings have included 16 acres of orchard grass and ladino clover, 14 acres of red clover and Italian rye, and 10 acres of corn for storage in the farm silo.

The Benedict herd now includes 19 head of milk cows and 18 head of young stock. This number is more than it was formerly thought possible to carry economically on this type of soil. Artificial breeding is being used and Benedict has his animals under test with the Dairy Herd Improvement Association.

The home has not been neglected either. A home orchard of pears, apples, peaches, cherries, and grapes is flourishing. A home garden is supplying food for the family. The house has been completely painted and repapered.

As this demonstration farm develops other farm families from throughout Whatcom County are keeping a close eye on progress. What happens

here will soon be happening on other farms throughout the county. That is demonstration teaching.

What the Benedicts think of the whole thing might be deduced from the name of the first dairy calf born on Bendomayne after the farm had been selected for the demonstration—the calf is called “Jackpot.”

Or, it might be in this letter written by Brad and Barb Benedict to the county extension agent.

“This is an unparalleled opportu-

nity for us, and we hope to be zealots in passing along the information we help to collect.

“People are looking the place over already. Getting a ‘before’ glimpse. Perhaps half a dozen cars drove in today, stopped along our lane and drove off. We’ll knock their eyes out before long, won’t we?”

“Thanks again for being such a good county agent as to get this project for Whatcom County and for your part in our selection.”

BALANCED FARMING IS SOLD BY DEMONSTRATION IN LINCOLN COUNTY, MO., as reported by OLIVER LUTGEN, ASSOCIATE AGENT

BALANCED farming—the Missouri program for better family living—has been sold through demonstration work.

We use the demonstration on many different-type farms to show that balanced farming adapts to any farm, regardless of size or type. For example, families having smaller acreages tend to lean toward more intensive enterprises. These may be dairy and poultry or even truck farming. On larger acreages, beef cattle and hogs may dominate.

A plan is set up by the family with the help of the county agent staff.

Every step in farm improvement is scheduled. Resources on hand, such as land, livestock, and cash, determine about where the plan will start and just how fast it will progress. As a rule, after 5 years of operating under a balanced farm plan, a farm is producing at its peak.

Short rotations and heavy fertilizer programs are the normal starting point, especially where capital is limited. Improvements are made according to schedule and since these are expensive, they are made a step at a time as part of an integrated program. Credit is widely used and bank-



The Norbert Burkemper family planning their part in the community balanced farming demonstration in Lincoln County, Mo. in 1953.

ers and businessmen have given good cooperation.

I think a typical example of a balanced farming demonstration is the case of Norbert Burkemper. He and his family purchased a farm which their predecessor was selling because he could not make a living from it. This was shortly after Burkemper returned from World War II.

He and Mrs. Burkemper and their four children purchased this 220-acre farm. One year later, in 1947, they began their balanced farming plan. Most of the farm was severely eroded and low in fertility but it was equipped with a Grade A dairy barn and a modern home. With the farm they had purchased 13 Holstein cows and were selling Grade A milk on the St. Louis market.

Since the farm would not produce the feed necessary to carry his dairy herd it was necessary to buy extra feed each year. Burkemper was determined to improve the fertility of the farm. He began by using lime and fertilizers in order to grow legumes. He followed the crop rotations, fertilizer recommendations, and field arrangements which he had set up in his balanced farm plan.

One 60-acre field was divided into 8 small fields by 7 large gulleys. Now terraced, he has done away with patchy farming on this field and on several others. The entire farm is now under a complete water-management system which protects his entire 193 acres of crop land. He has more than 40,000 feet of terraces, 3 thin-section structures, and 9 grassed waterways. Burkemper says that 15 acres have been added to his farm by terracing and filling ditches. All land has received from 4 to 6 tons of lime per acre. More than 46 tons of rock phosphate were spread in 1951. Twelve acres of pasture have been renovated. Their 1952 program included building a concrete-lined trench silo and a farm pond.

Mr. Burkemper's present pasture system now carries 44 dairy cows, compared to the original 13. He is milking 24, the remainder being replacement heifers. Wheat yields have jumped from 13 to 26 bushels and corn from 55 to 70 bushels.

Farmstead improvement has included moving and remodeling 3

buildings, adding 4,640 square feet of concrete flooring for paved lots, and adding a complete line of farm equipment. A debt load of more than \$12,000 made on the original purchases has now been paid off and the family

4-H CORN DEMONSTRATIONS, JACKSON COUNTY, ALA., as reported by RALPH C. HARTZOG, ASSISTANT COUNTY AGENT

The year 1947 was the beginning of a new era in corn production in Jackson County. The new idea, high-fertilized, thick-spaced corn demonstrations was implanted in the minds of adult farmers, and one year later it was time for 4-H'ers to enter the picture. Enter this friendly competition they did, and the results have been very satisfactory in every respect.

During the 5-year period ending with 1952, 720 4-H corn demonstrations with a total of 1,079 acres have been carried to completion. Yearly average yields from these demonstrations have ranged from 28.5 bushels per acre in the extremely poor corn year, 1952, to 88.4 bushels per acre in 1951. The 5-year average yield on all demonstrations is 64.3 bushels per acre.

In the 5-year period, 58 4-H boys have become members of the Alabama 100-Bushel Corn Club. Twelve of these boys are repeaters in this feat of corn production, 9 repeating

is enjoying the fruits of better family living. Production in 1952 was expected to level off at an all-time high for the farm.

This is balanced farming by field demonstration in 1953.

2 years in succession and 3 repeating 3 years in succession. In 2 years out of the 5, 4-H'ers have been responsible for the county champions. Two years they have had runner-up champions. Yields which made them county champions were 167.62 bushels per acre in 1950 and 152.62 bushels per acre in 1951. These county championship yields were produced by Nelson Kuykendall, Dutton; and Tommy Mewborn, Section, Route 1.

Due to the extended drought and heat, average corn production on approximately 100,000 acres of corn planted in Jackson County was less than 12 bushels per acre in 1952. Average production per acre prior to 1947 was approximately 20 bushels per acre. Since then, the county extension workers estimate approximately 32 bushels per acre. 4-H result demonstrations have played a large part in this improvement. Young demonstrators in Jackson County are leading the way to higher corn production.

The Demonstration at Home

A modern landscape demonstration reported by Home Demonstration Agent Dorothy Shell of Claiborne Parish, La.

"The farm home must be made a place of beauty, so attractive that every passing stranger inquires: 'Who lives in that lovely home?'"—*Seaman A. Knapp*.

WHEN Mrs. A. W. Gentry, of the Ruple community in Claiborne Parish, expressed a desire to become a landscape demonstrator, I went out to see her and to discuss the requirements of the project.

Mrs. Gentry's house was very large, unpainted and built high off the ground. The yard was very large,

rough, and washing away, and the glare on the white sand was terrific. This really looked like a hopeless task for Mrs. Gentry, but she was enthusiastic and her interest even increased during the 10 years it took to carry out the project.

The first thing she was to do was to level the yard and put out grass. This was a tremendous job. But in less than a year Mrs. Gentry called to say the yard was leveled and grass was on it. She was ready to begin drawing the landscape plan. A few

days later a visit showed that sure enough the yard was level and grass had been put out.

During this visit, the landscape plan was begun. It included the foundation plantings, screen plantings at the rear of the house, plants along the garden fence and an area to the right of the front lawn that was left as a sunken garden. Because of the need for large plants and to keep Mrs. Gentry from having to spend very much money, a large number of privet hedge, cedar, crepe myrtle, althea, spirea, and quince plants were used.

Although Mrs. Gentry did not want to use a yard fence, she had to build one because stock was allowed to run at large. By the time the fence was completed in 1941, the boys were old enough and anxious to help their mother, so she let them paint the fence. At this time a circular drive was made at the front left side of the yard, the house was painted, and furniture was made for the outdoor living area.

Because of the size of the yard and the poor sandy soil the work progressed very slowly. But as the years went by Mrs. Gentry continued to work hard, and everyone admired her yard, especially those who knew the place before she began this project.

Mrs. Gentry became dissatisfied with the privet hedge around the house and in February of 1948 these plants were removed. A new plan was drawn, the beds prepared, and a special all day meeting was held, with her neighbors bringing many of the plants needed. At the end of the day the 13 women had completed the foundation planting according to the new plan.

In 1949 I assisted with plans for plants at the front entrance, and screen plantings that had not been completed.

Mrs. Gentry has been a very cooperative and enthusiastic worker. She has been willing and anxious to show her yard to others—431 people have observed it. Fifty-eight people observed it during a result demonstration tour in 1948. She has assisted six of her neighbors with work in their yards and has divided plants and cuttings with practically every family in the Ruple community.

The Demonstration Abroad

A demonstration in rice growing by Korean 4-H boys as reported by Frederick J. Shulley, a former Arkansas forestry extension specialist, who has written of extension work in Korea before in the pages of the Review. For example 4-H Forest in Korea, April 1952, and Farmer Hochul Lee—Korean Extension Leader, August 1952.

"With success in his first trial he becomes an earnest advocate of the cooperative plan. Thus the influences gather force and soon the reform has attained mighty proportion and a State has been revolutionized." *Seaman A. Knapp.*

THE demonstration adapted to local conditions is proving a good educational method in many far-away lands. Near Seoul, Korea, the boys of Oryu Orphanage organized a 4-H Club and decided to demonstrate the best methods of growing rice. Their demonstration field was 6 feet by 12 feet and proved very successful.

Ten 4-H Clubs are sparking a newly organized Extension Service in Kyonggi province with the best achievements by the Jongja Club because of the initiative of the two leaders. These clubs have a membership of 395 (220 boys and 175 girls).

Last year the boys of the Jongja

4-H Club (organized in September) demonstrated the growing of rice and the girls, meal preparation. The boys planted, cared for, cut, threshed, cleaned, weighed, and recorded their rice; and then held an exhibit with the individuals showing boxes of rough rice labeled as to quantity and value. The girls showed different food dishes and labeled them as to the time required for preparation. The girls also displayed crocheting, straw hats, and 32 pounds of silk.

This year the boys will add sweet-potatoes and chickens to their rice demonstration projects, and the girls will add clothing and chicken demonstrations to the meal-planning project.

The director of the Anyang Livestock Experiment Station, cooperating with the 4-H Club program, is giving 10 newly hatched chickens to every 4-H Club member in 1953. Next year the director plans to give a pair of pigs to each of the 10 clubs.

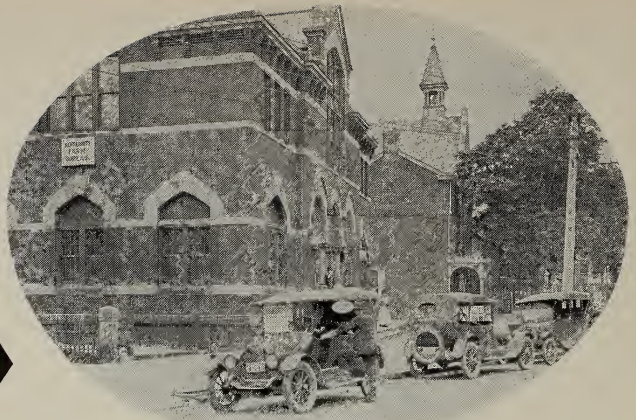


Young Korean 4-H demonstrators planted their rice on June 3 and harvested a good crop on October 12, 1952.

YESTERDAY'S AGENTS

*were quick to use
new ideas
and new methods*

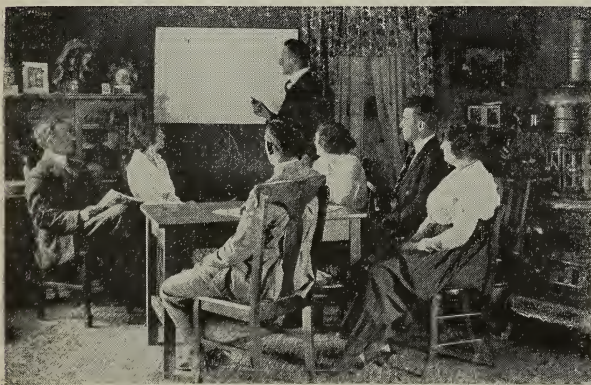
Agents were among the first to discard the horse and buggy and take to speedier modes of travel, as illustrated by this agent in Kent County, Del., who mounts his 1919 auto outside the courthouse office.



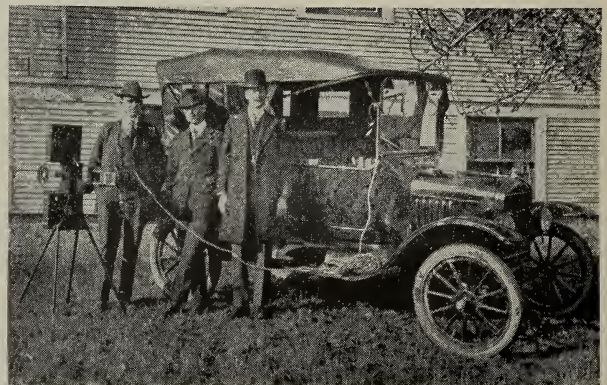
As more telephones were installed in the country, agents used them to save time and reach more people as did this agent in Richland County, Mont., some 30 years ago.



Forerunner of modern grasslands and fertilizer programs is this pasture-improvement demonstration by Agent John Barron, of Broome County, first agent in New York in 1911.



A discussion group, a community development approach, and a visual aid give this meeting in Delaware a modern extension flavor.



Agent R. M. Turner (left) used this new-fangled Victor Animatograph in Island County, Wash. The projector was operated by the car.

(Pictures, except the last one, were taken by C. H. Hanson, the first extension photographer for the Federal office. Resigned from active service in September 1939, he continued to take excellent pictures until his death in 1952.)

SOON AFTER I arrived in Kaufman County as home demonstration agent (the date was December 17, 1917), County Agent W. H. Ross came into my office. "It's Christmas week and you won't be able to do too much. I'd like to take you to see Walter Porter, the man who conducted the first demonstration." Accordingly, Mr. Ross and I went to the Porter farm home in the Poetry Community near Terrell. A slender gentleman appeared at the door and for the first time I met Walter Porter, the man who conducted the demonstration in wide cotton rows the winter of 1902-03.

After Mr. Porter had welcomed me to the county and to his own home, he offered his services. At my request, he told the story of how that first demonstration got under way. A modest and unassuming man, he gave himself very little credit. He mentioned the fact that a local bank and the chamber of commerce underwrote the project to guarantee him against any loss. Much as I have forgotten about the details of that conversation, I do recall the following statement as if it happened today: "I never had to call on my guarantors, for I did not lose; I actually gained." Modestly disclaiming any credit, Mr. Porter told me a number of times that any other man could have done what he did.

All this preface is by way of saying that Walter Porter was a happy choice for such a demonstration. He was a dedicated farmer. The Porter family was held in high esteem, and I soon learned that Kaufman County families set a high value on any reports of demonstrations which Mr. Porter might conduct. Once when we were talking I asked Mr. Porter what he considered the most significant outcome of the demonstration. His reply in effect was the fact that a dirt farmer conducted the demonstration. "Other farm families understood that I was making a living from the farm and that I took a well calculated risk."

How apropos to the Porter family is O. B. Martin's definition: "A demonstration is a practical, progressive example of improved farming or homemaking, by a farmer or member of his family, which shows an in-

I Remember Kaufman County

SALLIE HILL, Editor, Home Department, Progressive Farmer, formerly county and district home demonstration agent in Texas, and first home demonstration agent in Kaufman County where Seaman A. Knapp established his first demonstration.

crease of profit, comfort, culture, influence, and power."

When I revisited the Porter farm recently, I found that two sons, Harry and Bill, are carrying on the family tradition of good farming. They're recognized leaders in raising vetch, cattle, and cotton. Their homes are well appointed and the whole place has an air of well-being. Both men are college graduates—as were the other seven Porter children.

I went to Kaufman County as an emergency home demonstration agent. In 1918 we concentrated on increased gardening, poultry raising, and food preservation. By 1919, we began to branch out. Ava Laura Stevens, who was assistant home agent, and I asked the Kaufman Chamber of Commerce to help us with an exhibit and a trades day to call attention to the opportunities of home demonstration agent work. Miss Stevens was an excellent home economist and concentrated on cooking and sewing. A perfectionist herself, the girls and women she worked with were nothing less than perfection. I worked more particularly on the production side (and we wanted to show home demonstration agent possibilities to Kaufman County). Thanks to the Kaufman Chamber of Commerce, on July 12 we had a goodly sum to offer for prizes, and as a result, the court house was filled and the lawn was practically covered with exhibits.

While Mr. Martin was in the county, we took him to see the Porter home, and Mr. and Mrs. Porter were quite hospitable. Their home was very attractive and commodious, far above the average—and possibly the last word in farm homes at that time. With characteristic enthusiasm, Mr.

Martin observed to me as we left, "Miss Hill, have you ever thought about working out a landscape plan for the Porter home?" I confessed that I had not and that I would need help to do the project. Mr. Martin quoted Dr. Knapp:

"The farm must be made a place of beauty, so attractive that every passing stranger inquires: 'Who lives in that lovely home?' The house is of minor consideration—the gorgeous setting of trees and shrubbery holds the eye. . ."

Mr. Martin then told me he would request the services of F. L. Mulford, U.S.D.A. Landscape Gardener, Office of Horticultural and Pomological Investigations. Shortly after Mr. Mulford came and we made the landscape plans for the Porter home—the same plan that is in use today.

A Tribute to Agent Ross

This story would not be complete without a tribute to W. H. Ross. Many knew him as the youngest brother of Governor Sul Ross, Indian fighter, frontiersman, and one time president of Texas A. & M. College. Mr. Ross was a gentleman to the manor born and a delightful coworker who treated me every day as if I were a southern belle. In the little over 6 months that I worked with him, I grew to appreciate his true personal worth and his devotion to the farm folk of Kaufman County. Until the day he passed away, on July 4, 1918, I had never had my car serviced by myself. Both Mr. and Mrs. Ross considered that a man's work. He also made my reports. There was one stipulation however, he wanted nothing to do with entomology, so he declared, "I'll turn over all the bug

work to you." I also took over the bee work. Under the instruction and guidance of the well-known H. B. Parks, we rejoiced when we had one hundred beekeepers in the county bee association.

I am still frozen with terror when I think about how I helped Mr. Parks change the bees to standard hives. Mr. Parks, wise in his day and generation, would call to the frightened audience, "Don't be afraid of bees. Just notice that Miss Hill isn't afraid and they don't sting her." I am confident there is nothing to the theory that bees will sting a person who is afraid. I quite disproved that theory, for I was desperately afraid of bees and did the work solely from a sense of duty!

The early Kaufman County story would not be complete without a special tribute to the poultry specialist at Texas A. & M. College, and particularly to F. W. Kazmier and his assistants, Lillian and Mamie Hazle. Their enthusiastic help gave an impetus to poultry raising which carried over through the years.

I have always felt as an extension worker and later as an editor, that we could with profit ponder Dr. Seaman A. Knapp's philosophy:

"The home eventually controls the viewpoint of a man; and you may do all that you are a mind to in school, but unless you reach in and get hold of that home and change its conditions, you are nullifying the uplift of the school. We are reaching for the home. . . ."

Possibly nothing Dr. Knapp said, however, was to motivate me more than: "No demonstration is complete until the whole world knows about it. It is mine to help carry the message to Garcia."

County-State-Federal Partnerships

(Continued from page 21)

required much work on the part of the college. A college representative collected the seed samples, staked out the plots, supervised the planting and harvesting, compiled the results, prepared the educational material, and conducted or helped conduct the educational work in the county. About

4 months of a man's time was spent on each demonstration farm.

Newspapers generally were eager to give publicity to the demonstrations. The results were largely distributed over the State and formed the basis for the widespread educational program in better seed corn selection carried on through short courses, institutes, and educational trains. It was the general opinion that these better seed programs based on county farm demonstration work increased the yield of corn in Iowa by many millions of bushels.

There was no lack of interest in county farm demonstration work. The college carried as many county programs as funds would permit. The work went steadily forward until full-time county extension workers began displacing the part-time workers. It is interesting to note that the demonstration work in corn varieties has been continued. Comparisons of hybrid corn are now carried out on a regional basis, the object now, as in 1903, to determine the highest-yielding varieties.

"Write Your Lesson in the Field"

(Continued from page 19)

versification. Finally it started coming, *livestock and crops*. I can well remember the first "demonstration fed" hogs we produced in the county where I was county agent. That was 25 years ago. Corn was very cheap, so a few farmers agreed to use a strange new stuff called "protein supplement" along with their corn and feed out some hogs. They were weighed and records kept. To the farmers' surprise, corn thus fed through hogs netted a good profit above the market price. The practice grew. Eventually one farmer agreed to hog down a field of corn to save labor. Neighbors thought he was crazy, turning hogs on a good field of corn! Those hogs paid well for the estimated yield of corn there, and he didn't have to gather it. So that practice grew. And similar experiences to this could be repeated in many a county.

Irrigation is new with us. But the entering wedge has been gotten in

with a few demonstrations in most counties. Last summer there were just three good fields of corn in evidence along the 130 miles of highway from Clemson to Columbia. Drought largely got the rest of 'em. Those three had some irrigation water at the critical time. The preceding fall season also was very dry. Winter pasturage has been rather slim. On that same 130 miles there are three exceptions. They are at those same three places where the soothing benediction of the man-made shower had come to the land to get the grazing crops up and off before cold weather came to stop them.

And so it goes. There are two great parts of agricultural progress. One is digging up the facts. The other and all-important one then is to get them adopted and applied in the fields. For doing this latter job, nothing else has proved so effective as the *demonstration*, as first preached and practiced by that wise old preacher, Seaman Knapp, and as is still carried on by the modern county agent, with his specialists, experiment stations, and successful farmer experiences back of him.

Evolution of Extension Information

"When I consider the agencies which disseminate information to rural people today as compared with my first 9 years, 1905-1914, it makes me shudder.

"My first approaches to the press associations met with polite but flat turn-downs.

"I had been a local news correspondent for two county newspapers. I reported personals, meetings, fires, robberies, deaths, births, and marriages. There were a few tips on how to write news in the 1880's when I began reporting at the age of 15. I talked with the editors as to what they desired and tried to give them that.

"Later as a superintendent of rural schools, I made out a monthly report on an old Edison mimeograph; I have it yet. It contained news items on school activities. A few short newsy items about our livestock judging, club activities, spraying demonstra-

tions, seed corn testing were typed and given to the Associated Press or Western Newspaper Union.

"I proposed that if they would put out a column or two in boiler plate, I (the extension office in the College of Agriculture) would pay the cost of casting and transportation to a limited number of papers selected by me. This was before we had a State Agricultural Extension law or appropriation. I had a budget of \$5,000.

"After a few deliveries of boiler plate which cost me about \$700, the WNU asked me if I would furnish copy and let them sell it. That plan worked very well for a few years, much to the relief of my budget.

"When our first appropriation of \$20,000 was available, I began to look around for some one to do that news column for me. I obtained Tom L. Wheeler of the Farmers' Guide. A letter to the county newspapers came out every 2 weeks then. We had no

press service for dailies but some of the news leaked to them.

"Mr. Wheeler was furnished a portable typewriter and traveled in the baggage car on agricultural trains, furnishing copy to editors and newsmen who came to the train. He also wrote a few feature articles. This was all prior to Smith-Lever days. Wheeler was finally bid back to Farmers' Guide and the job went to George Crane. He did well, in fact, he is still here but as assistant director. He has never forgotten those early days—nor have I. What an evolution."—*A. B. Graham, Columbus, Ohio.*

(A. B. Graham, one of the pioneers, who in January 1902 as Superintendent of Springfield Township Schools in Clark County, Ohio, organized a boys' and girls' club, which was one of the forerunners of the present 4-H Clubs. The farmers' institute committee at Springfield sponsored an

exhibit of their work. These young folks grew vegetables, tested soils for acidity, had other agricultural projects and kept record books. In June of the following year, 100 school children made an excursion to Ohio State University to see how agriculture and home economics were taught there. In 1905, the Board of Trustees of the State University employed Mr. Graham as superintendent of extension work. He began work on the first of July, and in October of that year issued the first number of the Agricultural College Extension Bulletin.

At the time of his retirement in 1938, he was in charge of subject-matter specialists in the Federal Extension office. He lives in Columbus, Ohio, still takes an active interest in 4-H Club affairs, and often writes to his friends of some of his early recollections, as in this letter addressed to L. A. Schlup, on January 2, 1953.)

These Agents Believe in Grasslands

ONE of the features of the 1952

National County Agents' Convention was the presentation of the engraved silver plaques to county agents who did the most during 1952 to promote the grassland program. Those so honored were: Dr. Russell Coleman, Richard Hartman, Toms River, N. J.; Harold M. Stevens, Lexington,

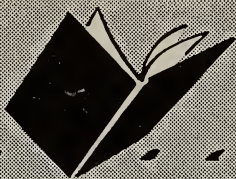
Nebr.; J. B. Snipes, Pittsboro, N. C.; Harold J. Larson, Scottville, Mich.; Stanley Bale, Mandan, N. Dak.; Frank Jones, Linden, Ala.; Carl M. West, Poteali, Okla.; O. P. Roberts, Joliet, Mont.; Delbert T. Foster, Donnellson, Iowa; Vernon C. Hendrickson, Alma, Wis.; and J. M. Nicholls, Cody, Wyo.

Others to receive the plaques (not

present) were as follows: R. G. Mueller, Maryland; Frank Murphy, Hawaii; Jolio E. Correa, Puerto Rico; Mark Welden Menke, Nevada; Aaron York, Idaho; R. O. Dunkle, Texas; Glen T. McCleary, Minnesota; William H. Chandler, Colorado; S.E. West, Wyoming; Ed H. Schabinger, Delaware; and J. P. Baker, Georgia.



*Have you
read...*



Paging Ideas

LOOKING for ideas to plan your anniversary program? Then don't throw away any of those anniversary editions coming your way before you read them.

For example, in this anniversary issue of the *REVIEW*, nearly every article is built around Extension's fiftieth anniversary of the founding of farm demonstration work.

It seems that industry and farm magazines, as well as Extension, are having anniversaries and are putting out unique anniversary editions with ideas which might be adapted to your use.

Farm magazines are telling the world about their anniversaries in different ways. Have you seen New Farm Horizons published on Successful Farming's fiftieth anniversary? It is beautifully written and artistically illustrated. Particularly interesting are the chapters Eating on Science, My Neighbors Say, and Community Welfare.

Extension workers will treasure such documentary statements as "Few farmers have missed some direct contact with their agricultural colleges. Farm wives possess a broad practical knowledge of affairs beyond the dreams of their grandmothers." . . . "Most remarkable achievement of farm people has been the enrollment of 15 million boys and girls during the last 40 years in 4-H Club work." . . . "These young people learn many practical lessons in farming and in homemaking, but most important, they learn to work with others. Emphasis is on development of the child rather than on farm training."

For a human interest story about the Porter farm at Terrell, Texas, on which that historic "first demonstration" was conducted by Seaman A. Knapp in 1903, read J. Bird's article,

Farm With Fine Tradition, in *The Country Gentleman*, October 1951. The account of the Porter family's 50 years of progressive farming according to recommended extension practices may give you an idea on how to tie in your current extension program with the fiftieth anniversary.

Last year Farm Journal celebrated its seventy-fifth anniversary by telling each month, beginning February 1952, the story of 100 years of farming—75 past, 25 ahead.

Here are a few of its gems of ideas, told in words and pictures, that will give you a new slant to something old: *The Farm Woman Wins Her Place*, by Gertrude Dieken; and *7500 Years of Farm Progress in 75*, by Paul Friggens (February 1952). *From Calico to Fiber E* by Winifred Marsh (April). *We Learn More, Tell More*, by Loren Donelson (June). *The Secret of Enjoying Life*, by Richard C. Davis (July), and *Look What We're Doing to Livestock*, by Ray Dankenbring (September).

Read a Book

Here are two good books that give live information on Dr. Knapp and on the origin, philosophy, and development of extension work:

The Spirit and Philosophy of Extension Work as Recorded in Significant Extension Papers. Edited by R. K. Bliss. Published jointly by the U. S. Department of Agriculture's Graduate School and Epsilon Sigma Phi, 1952. 393 p. (For sale at USDA Graduate School).

This book is a compilation of more than one hundred papers that record the words of many pioneer and present-day extension leaders, covering a period of 50 years. It brings together for the first time important declara-

tions of policy and philosophy that have guided extension work.

As Madge Reese points out in her review of this book in the September 1952 *Extension Service Review*, "It was the constructive thinking and inspiring encouragement expressed in papers prepared by extension educators and other leaders that prompted Epsilon Sigma Phi to preserve some of the significant papers for present and future extension workers."

The book includes 8 pages of excerpts from Dr. Knapp's talks that give his philosophy and ideas on teaching rural people.

Seaman A. Knapp, Schoolmaster of American Agriculture. Joseph Cannon Bailey. Columbia University Press, New York. 1945. 307 pp.

The book begins with Knapp's early life on a frontier farm in New York State. He never forgot the homespun truth acquired from his rural New York boyhood and put into educational terms by President Nott of Union College, that learning is identical with doing.

The many phases of Knapp's career are outlined, such as his early education, the accident that forced him to give up teaching for a while and begin farming in Iowa, his promotional genius, leadership in agricultural journalism, and his trips abroad to obtain improved seeds.

For anniversary purposes, the highlight of the book may be the story of how he developed a demonstration technique that would interest farmers in adopting better farming methods, and how he worked with several bureaus of the Department of Agriculture as a result of a combination of happy and unhappy circumstances around 1900.

In 1903, the boll weevil plague hit Texas, threatening the entire area. In a dramatic way, the author tells of Knapp's leading role in the fight to save cotton.

The book is documented with a number of quotes from Knapp's extensive writing that give the reader a feel of Knapp's philosophy.

Particularly apropos in this fiftieth anniversary year of the founding of farm demonstration work are the following words of Dr. Knapp:

"In attempting to raise the condition of the colored man we frequently start too high up, and . . . talk right over his head. When I talk to a negro citizen I never talk about the better civilization, but about a better chicken, a better pig, a white-washed house . . .

"Through the tomato plant you will get into the home garden and by means of canning you will get into the farm kitchen; it will then depend upon your tack, judgment, common sense and devotion to the work as to what you may accomplish for the women and girls in the home. . . ."

For a two-column review of this book by former Director M. L. Wilson, see the January 1946 Extension Service REVIEW.

Changes in the Department of Agriculture

AT THE TOP of the list of newcomers in the Department of Agriculture is Ezra Taft Benson, Secretary of Agriculture, who took over the office on the second floor of the Administration Building on January 22. There he is making important plans and decisions concerning a national agricultural program in which the Extension Service will have a part. The Secretary is well acquainted with the Extension Service. In fact, he has served as both a county agricultural agent and an extension specialist in agricultural economics in Idaho. In his message to extension workers which appeared with his picture on last month's cover, he said:

"We all have a vital stake in our Nation's accelerated agricultural program. If we are to succeed, we must pull together with an eye single to the welfare of the people we serve."

In pursuance of this policy of public service, he has regrouped the agencies of the Department. The Extension Service is in the group of agencies concerned with research, extension, and land use. This is one of the four main divisions of the Department and the largest. Among the present agencies included, in addition to the Extension Service, are: Agricultural Research Administra-

The Federal Extension office here in Washington has prepared some anniversary material for limited distribution. Write the REVIEW editor if you wish copies of the following:

Significant Dates in the History of Cooperative Extension Work

Biography of Seaman A. Knapp

Select Quotations from Dr. Seaman A. Knapp

Background Facts—Fiftieth Anniversary of Farm Demonstration Work

Selected Bibliography on the Origin and Development of the Farmers Cooperative Demonstration Work, compiled by Lucinda Crile, Extension Service Circular 484, November 1952.

tion, Bureau of Agricultural Economics, Forest Service, Office of Foreign Relations, Soil Conservation Service, the Agricultural Conservation Programs Branch, as well as flood prevention and water utilization activities.

Heading this division is J. Earl Coke, Assistant Secretary of Agriculture, formerly director of extension in California. He is a graduate of the University of California, a former assistant county agent in San Luis Obispo County, and was State agronomy specialist from 1928 to 1939 when he went to a sugar company as agriculturist. There he rose to vice president in charge of all production activities before returning to the Extension Service as director in California in 1949.

In California, Director Coke was known as a man of action, skillful in administration and public relations. He was familiar with the county extension offices and the problems of each, and worked with his staff rather than over them.

Directing the Extension Service is C. M. Ferguson, who, before his appointment by the Secretary, was director of Extension in Ohio and chairman of the Extension Committee on Organization and Policy of the American Association of Land-

Grant Colleges and Universities.

Director Ferguson was born on a farm at Parkhill, Ontario, Canada, and graduated from the Ontario Agricultural College at Guelph, after specializing in animal science. As extension poultry specialist, he served in the Michigan Extension Service until 1928 when he went to Bogota, Colombia, to organize an experiment station there. The next year he returned to take the position of poultry specialist in Ohio, which he held until his appointment as director of extension in that State in 1949.

Director Ferguson still has a keen interest in livestock. As director in Ohio, he was a strong supporter of 4-H Club work. He served as local leader of the Perry Garden and Livestock 4-H Club for about 6 years. He also emphasized the need for strengthening extension work and developed a State-wide Extension Advisory Committee which represented all 88 counties in the State.

Former Director M. L. Wilson continues as counselor on extension affairs both here and abroad. His keen interest in extension education as applied to some of the world's problems and his wide experience in international organizations and with agricultural leaders the world over put his services much in demand. He is expected to return early in March from an extended trip to both Europe and Asia and has had the opportunity to see the work of many leaders trained here in extension methods and to counsel with them on problems arising in establishing an Extension Service.

• E. L. INGALLS, State 4-H Club Leader Emeritus of Vermont, died on January 11. The veteran 4-H leader was appointed in 1914 and served until his retirement in 1944. Camp Ingalls, State 4-H Camp, was named in his honor. He was one of the leaders in establishing the National 4-H Camp and the 4-H Congress. Dean Carrigan said of him "He exerted a fine influence in making the work (4-H Clubs) fundamental and in setting the ideals in character building and good citizenship. He was a living example for the young people and their leaders."

REPRINTABLE

Excerpts from early issues of the EXTENSION SERVICE REVIEW

NEW HORIZONS

"Now as then, we find ourselves on the threshold of new opportunities. The fire of Extension vision, enthusiasm, and leadership burns more brightly as the years flash by. As we look toward new horizons, the sound experience of the past inspires confidence in a future of even greater service to rural people."—C. W. Warburton, then Director of Extension, on the cover of the May 1939 *Extension Service Review*.

LET'S GO MODERN

"Extension methods have changed tremendously in recent years. During the 24 years that I have been county agent we have passed from the horse-and-buggy days of travel and methods. At first it was a single program of a few closely supervised demonstrations among the few who were progressive enough to let 'one of those experts' come on his place. The masses of the people were not reached, but the effect of the successful demonstration in the community had its weight and soon crept to other farms. It was then that we started receiving calls. A demand was coming for our service.

"This led to the necessity for meetings to handle groups and get to more people in less time. Then came our unified, long-time county agricultural development program that was worked out with the assistance of our program committee of 38 men and women who meet annually and help us to plan our year's work.

"Since 1933, the year that marks the beginning of an era of serious effort to do something about the ills of agriculture, the calls upon the county agent have multiplied. What was a rather serene life, and one that carried some leisure and only a normal amount of work and duties, then became perhaps the most hectic and arduous that any agency has ever

pulled through with colors still flying. On one 12-hour working day in 1934, my stenographer counted 437 farmers who conferred with me. Most of them had come to complain about their allotments and had to be reasoned with and convinced."—J. M. Eleazer, author of the first article in this issue, writing in the *EXTENSION SERVICE REVIEW* of January 1942.

TWO FORTHRIGHT AND COLORFUL CHARACTERS

"It was at a conference for 'education in the South' at Pinehurst, N. C., in 1907. The speeches were long and dull. Everybody was tired when an out-of-State speaker was introduced. Within 2 minutes a hush fell over the audience. The languor and indifference were changed to a tense expectancy as this stranger sketched a strong work picture of a new, a revolutionary idea in education. Before the cogent, compelling oratory of this man the massed educators felt the impact of a tremendous new idea.'

"The speaker was Dr. Seaman A. Knapp, the idea that of agricultural education through farm demonstrations, and the man who told the story was the late O. B. Martin, former extension director in Texas and Extension's most forthright and colorful character."—J. A. Evans, the first agent appointed by Seaman A. Knapp, in the *EXTENSION SERVICE REVIEW* of October 1935.

THE EARLY AGENTS

"Few of the agents appointed in 1904, or in the next few years, had any college or technical training in agriculture. As a rule they were mature men, 30 to 60 years of age. All of them were farmers or had some practical farm experience. The salaries paid ranged from \$60 to \$80 per month. What these men may have lacked in technical training they made up for in experience, in energy,

in zeal, and in an understanding of the farmer and his problems.

"The term 'Knapp Disciples,' often applied to them, was not an inappropriate one. Inspired by him they became crusaders with a mission to increase the incomes of the average farmer. They bore to him the relation of loving, dutiful sons to a respected and beloved father, rather than the purely official relation between a chief and his subordinates. Indeed, it was Doctor Knapp's kindly, sympathetic, human personality, and missionary zeal for a better agriculture, as much as his sagacity and practical way of dealing with men and organizations, which contributed to the remarkable influence he wielded and the remarkable success which cooperative demonstration work with farmers and their families had attained."—J. A. Evans in March 1931 *EXTENSION SERVICE REVIEW*.

Finding and Facing Facts

(Continued from page 25)

October 1944. A supplemental bibliography covering the 1944-48 period was issued in late 1948. A second supplement covering the period 1949-1953 is scheduled for publication in early 1954. Since March 1948 periodic reports have been issued on extension studies currently under way and recently completed.

The Look Ahead

Further growth and development of the Cooperative Extension Service as a dynamic force in bridging the gap between scientific research and practical farming and homemaking throughout the United States will be seriously hampered if the facts needed for intelligent decision and action are not available. The size of the extension organization, the scope of the extension program, and the volume of extension's activities would, it seems to me, call for an effective program of field studies in which every State participates. The collection of valid and reliable information, its analysis and interpretation in terms of practical operation's use cannot safely be left to accident or chance.

About People . . .



• GERTRUDE L. WARREN, known to hundreds of thousands of 4-H Club boys and girls throughout the United States, Europe, and South America, as a leader in an organization that now numbers more than 2,000,000 members, retired on December 19.

Miss Warren is a native of Lockport, N. Y. She received her bachelor's and M.A. degrees from Columbia University. She has also done work toward a doctor's degree in education at Columbia. In 1917, shortly after the creation of the Cooperative Extension Service under the Smith-Lever Act, Miss Warren came to the Department to develop the home-making phases of 4-H Club work.

Miss Warren devoted much time in the early years of 4-H Club work to the training of local volunteer leaders and wrote the first bulletin on this subject. This was followed by the Department Handbook No. 33, "Organization of 4-H Club Work; a Guide for Local Leaders," now in its third edition. It has also been printed in several other languages for use in countries where 4-H Clubs are organized. She was instrumental in initiating National 4-H Club Week, National 4-H Club Achievement Day, and 4-H Sunday. She helped plan and initiate the National 4-H Club Camp. Miss Warren also developed the 4-H Citizenship Ceremonial which was introduced at the National 4-H Camp in the early 30's and is widely used throughout the country. The National 4-H Camp is held for one week in Washington, D. C., in June of each year.

Due to her efforts, also, the 4-H fellowships originally financed by the Payne Fund, were instituted in 1931, providing opportunity annually for two former 4-H Club members to study in the Department for a year. She helped to bring about the establishment of the National 4-H Club Center, near Washington, D. C., and the International Farm Youth Ex-

change program. At the request of government officials she has helped to plan 4-H activities in many countries and has visited Canada, Cuba, Jamaica, Haiti, and the Virgin Islands to observe rural youth work under way and to confer with government and youth leaders regarding its further development. She was elected president of the Woman's National Farm and Garden Association in May of last year.

Among the honors conferred upon Miss Warren is that of the Order of the Three Stars, presented by the Latvian government, the only woman ever to receive this, the highest civil order conferred by that country.

Superior Service Award

In 1949 Miss Warren received the Superior Service Award of the U. S. Department of Agriculture, and on the twenty-fifth anniversary of the National 4-H Club Congress in Chicago was given a plaque in recognition of her "leadership, steadfast devotion, and continuous service." The National 4-H Club Agents Association presented her with a scroll in 1950 in recognition of her service to young people. The headquarters building at the National 4-H Club Center was dedicated Warren Hall in her honor during the 1951 National 4-H Camp.

Miss Warren plans to continue her residence in Washington, D. C. and will devote much of her time to the work of the committees and organizations in which she is most keenly interested.

• SIXTEEN persons were honored for outstanding service to agriculture and rural life by Epsilon Sigma Phi, a national honorary fraternity of Extension Service workers, at its banquet held in connection with the sixty-sixth annual meeting of the Association of Land-Grant Colleges and Universities.

The highest award, the Distin-

guished Service Ruby, went to Dean Emeritus Henry P. Rusk of Illinois. This award is made annually to only one of the some 5,550 fraternity members.

Epsilon Sigma Phi, with chapters in every State, Alaska, Hawaii, and Puerto Rico, is composed of men and women who have performed satisfactorily as professional extension workers in the employment of land-grant colleges or in the U. S. Department of Agriculture for a period of 10 years or more. This is the twenty-fifth anniversary of the fraternity.

The following received Certificates at Large, awarded each year to those individuals "who have rendered outstanding service to agriculture and rural life:" Norris Edward Dodd, Director-General, Food and Agriculture Organization of the United States, Rome, Italy; J. Lita Bane, Professor of Home Economics, University of Illinois, Urbana, Ill.; and Chancellor Reuben G. Gustavson, University of Nebraska, Lincoln, Nebr.

Receiving Certificates of Recognition were: Y. Baron Goto, University of Hawaii, Honolulu, T. H.; Mrs. Evangeline Jennings Smith, University of Wyoming, Laramie, Wyo.; Elmer Edward Anderson, New Mexico College of Agriculture and Mechanic Arts, State College, N. Mex.; Robert Herman Olmstead, Pennsylvania State College, State College, Pa.; Lurline Collier, University of Georgia, Athens, Ga.; and Myrtle Weldon, University of Kentucky, Lexington, Ky.

Also, Grace Besslene Armstrong, University of Illinois, Urbana, Ill.; Clarence Albert Day, University of Maine, Orono, Maine; Mrs. Grace Martin, Agricultural and Mechanical College of Texas, College Station, Tex.; May Irene Cureton, Alabama Polytechnic Institute, Auburn, Ala.; Andrew M. Challey, North Dakota State College, Fargo, N. Dak.; and Laurence A. Bevan, University of New Hampshire, Durham, N. H.

Review Pinpoints

Your Milestones of Progress

This year marks the fiftieth anniversary of the first organized, self-help farm demonstration.

For almost half that time (since May 1930) the Extension Service Review has maintained the dramatic record of your progress. It has provided you with analyses of significant problems and forward-looking articles by national leaders. But, most of all, it has given you space for the exchange of ideas and experiences among yourselves. This has been going on for 23 years.

These years include the dark days of the depression, the bustling days of the birth of the alphabet agencies; the anxious years of World War II when farmers grew bumper crops in spite of diminished labor, materials, and machinery; the crowded years of postwar adjustment; and the present challenging period which reflects a growing realization of world-wide interdependence. Crowded years, all, new challenges, demands, and a quickening tempo are already in sight for the years immediately ahead.

What about them? How can your Extension Service Review serve you best in adjusting to this period? Your suggestions will be deeply appreciated. Send them in.

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